



PATENT
Attorney Docket No. 502454

In re Application of:

Thomas E. Valiulis

Group Art Unit: 3611

Application No.: 10/689,283

Examiner: Hoge, Gary Chapman

Filed: October 20, 2003

For: MERCHANDISE LABELS FOR MERCHANDISER UNITS AND
METHOD AND LABELING SYSTEM USING SAME

**REVOCATION OF
FORMER POWERS OF ATTORNEY AND
NEW POWER OF ATTORNEY BY ASSIGNEE OF ENTIRE INTEREST**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Southern Imperial, Inc. (hereinafter the "assignee") is the assignee of record of the entire interest of the above-identified U.S. patent application, and has a place of business at 1400 Eddy Avenue, Rockford, Illinois 61103.

Pursuant to 37 CFR 3.73(b), the undersigned has reviewed evidentiary documents establishing a chain of title from the inventor(s) to the assignee and, to the best of the undersigned's knowledge and belief, certifies that title is in the assignee. An assignment from the inventor(s) to the assignee was recorded in the U.S. Patent and Trademark Office on January 12, 2004, at Reel 014869, Frame No. 0941.

The assignee hereby revokes all previously given powers of attorney and appoints the following as its attorneys to prosecute and transact all business in the U.S. Patent and Trademark Office connected with the application, including the following: to receive all documents issued by the U.S. Patent and Trademark Office based thereon; to file continuation, continuation-in-part and divisional applications based thereon; to pay any and all fees, including maintenance fees for any resulting patent; and to file for reissues and extensions and to request reexamination of any resulting patent. All such powers are to be exercised separately or collectively.

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5/17/05

In re Appln. of Thomas E. Valiulis
Appln. No. 10\689,283

Please recognize Reinhart Boerner Van Deuren Ltd. as Associate Attorneys in this case:
Customer Number 53609.


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The assignee requests that correspondence concerning this application be directed to
Reinhart Boerner Van Deuren Ltd.: Customer Number 53609.

53609

The assignee also requests that all telephone calls be directed to Andrew J. Heinisch at
(815) 484-1900.

Date: 5/17/05



Signature

Thomas E. Valiulis
Thomas E. Valiulis

VP-Marketing & Business Development
Title